



Appearing before most if not all of the wards of the two East Bay stakes, as well as before many civic, religious and musical assemblages over the past several years, the Mormon Male Chorus has won for itself the warmest affections of the local colony for its high artistry and unselfish devotion.

The last two quarterly stake conferences, one the Oakland, and the other the Berkeley stake conference, have been favored with sacred songs from the chorus under the leadership of Robert Sant and to the accompaniment of Mary Watkinson's playing.

Appropriately, therefore, we present a group picture of the chorus by Edward Pyle, commercial and portrait photographer of Berkeley (who a member of Walnut Creek ward) taken in February, 1950.

Back row, left to right: Mary Watkinson, accompanist; Marriner Swenson, James Kay, Joseph E. Russon, Harold Miller, Wendell Martin, Richard Alphin, Truman Nethercott, Earl Larson, Afton Stout, Gill Larson, Eugene D. Harris, Jay L. Robinson, Vao Cheney, Denzel Allen, Sr., and Jack Fitzpatrick.

Front row: Leland Wright, Alfred W. Fontana, Blain Wilson, Dean S. Hawley, Paul Summerhays, Alfred H. Uffens, Carl Decker, Glen Shaw, Jr., Rodney Pocock and Leon Baer.

Front: Robert Sant, leader. Absent: Cornell Jarman, Robert Brummett, Bert Boetes. Members at present on leave: Denzel Allen, Jr., Ted Baer, Jay Brown, Herbert A. Weiland, Oscar McCarthy and Leonard Lyons.

Year's Welfare Accomplishments

President Wayne Mayhew reported at the stake conference the annual budget assessments and accomplishments for 1949 for Berkeley Stake. The accomplishments include 27,278 cans of fruit (apples, pears, peaches), and tomatoes, besides 6000 pounds of dried prunes; clothing and cash.

The value of the canned goods totals \$6,538.62 dried prunes \$810 clothing \$933, and cash \$2,503.76. A total value of \$10,823.63, or 89 per cent of the stake assignments total of \$12,110.

Half of the canned goods was shipped to the general committee and went to the needy saints in Europe, the prunes also, except \$34 worth were shipped to Salt Lake; the clothing remained in the stake storehouse together with 13,000 cans of fruit and tomatoes.

Pears represent the largest canning operation and were contributed largely by Walnut Creek and Martinez, with Napa helping out. Valjejo went heavy on the apples while the apricots came from Pittsburg and Brentwood and the tomatoes from Napa and Martinez. Martinez also contributed a small amount of peaches. Napa, of course, featured dried prunes.

While the stake as a whole reached 89 per cent of its assigned welfare budget, some wards made excellent records far over 100 per cent of their budget assignments. Walnut Creek reached 190 per cent, Berkeley second 136 per cent, while Napa went to 111 per cent. Most of the other wards ran around 80 per cent, though Berkeley first almost reached 95 per cent while Pittsburg stood at 55 per cent, Fairfield 49 per cent and Vallejo 30 per cent.

The cash part of the budget was carried by five of the wards of the stake while most of the other wards produced the fresh fruits, vegetables and dried prunes. The five cash paying wards were Berkeley First, \$902.15; Berkeley Second, \$593.50; Claremont \$376.15, Carquinez \$551.95; and East Richmond, \$200.00.

2 Young Speakers



Two youth speakers before the Richmond ward Sunday school, Judith Holland and Larry Young. Each Sunday two young people give a "thought for the week," examples of which are: "A much-used road is easy to travel," and "Life is like a groundstone, whether you grind a man down or polish him up depends on the stuff he is made of."

What is the Gift of the Holy Ghost?

(Continued from page one) yourself to pray with all your heart, and fast as seems necessary, and with all the energy of your soul. Did not Jesus advise, "Pray always, that you may escape Satan," and the Book of Mormon counsel that we pray morning, noon, and night and at all times in our hearts.

2. Go to sacrament meetings every Sunday. This, not to please anyone else, but to hear some special speaker, but to partake of the sacrament and receive the Holy Spirit. Repeat, if you will, the prayers over the bread and water, and observe the repeated phrase, "that they may abide in thy Spirit to be with them." That is why you partake of the bread and water.

An Adjustment of Advertising Rates in the Messenger seems inevitable to keep in line with other publications and higher costs. Therefore the Messenger's rate beginning with the April issue, will be \$1.50 per column inch in place of the current rate of \$1.25.

Since 1946 the Messenger circulation has increased from 7,053 to 60,27.

garding the contest, contact either Rose Dunham, 725 Spruce St., Berkeley 7, Calif., Landscape 4-3035, or Alma Deane Feller, 6216 Hillgass Ave., Oakland, OLYmpic 3-0929.

Shall the LDS Business-Professional Directory be Printed in Pocket Size?

If you wish the April Messenger directory of East Bay LDS business and professional members reprinted in a stapled, pocket-size edition please see blank below.

Some Liahona club members have urged that such a reprint should be prepared and mailed free to our Messenger mailing list, and that some extra copies should be furnished free to all whose names are included. Ads would pay the cost, of course.

A feeling exists that there would be enough value in this handy form of the directory to justify advertising therein similar to the display ads in the telephone directory, inserted alphabetically near the business names. The advertising rates would be kept at a minimum on a reasonable cost-plus basis: \$1.50 (or less if possible) per horizontal inch and full page width.

We will proceed if you wish us to. It depends upon the response sent in at this time.

THE MESSENGER:

I think the Messenger should as soon as possible, distribute free (as mentioned above) the LDS business and professional directory in handy pocket form.

I subscribe for _____ inches of advertising space at rates mentioned above, and enclose copy.

Signed _____
Address and Phone _____

(Mail to The Messenger, 1612 Spruce St., Berkeley 9, Calif., before March 20, 1950, in order that the printer may know whether to hold the April issue type for the re-print.)

BERKELEY BOOK OF REMEMBRANCES CONTEST ANNOUNCED

The Stake Genealogical committee is sponsoring a statewide contest for those of ages 12 to 17 to encourage them in starting their "Books of Remembrance."

There will be a prize awarded for the best book submitted and the winner will be announced in the June issue of the Messenger.

The rules are as follows:

1. The book may take any form desired but must include: (a) The personal record sheet filled out as completely as possible with all vital statistics called for. (b) A family group sheet for our own parents with all brothers and sisters listed, completely filled out. (c) A pedigree chart filled out as so far as possible completely and accurately. (d) One topic thoroughly covered may be any subject desired, a few are listed below: School days, teachers, friends, awards, achievements, sports, etc.; trips taken, homes, moving experiences, family history, hobbies or interests, sports, etc.

Books will be judged on originality and completeness in the field chosen. Each person is encouraged to use their own imagination and initiative in choosing and filling out their book. There is no set form.

The deadline will be the next stake conference, May, 1950.

Boys and girls, here's your opportunity to show what you can do—have fun and start your "Book of Remembrance" now in time for the contest. YOU may be the winner.

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In all, 284 girls are enrolled in the wards of the stake, and 47 women are working on the various committees. Each advisor has an average of eight girls in her care. An increase of LDS girls in attendance at Church meetings has upped from 39 per cent a year ago to 58 per cent for the month of December, 1949.

In 1948 48 girls of the stake qualified for individual awards given out by the Presiding Bishop's office, while in 1949, 76 girls won this happy distinction. Each ward is included in this increase.

Peggy Mauss, now in Japan with her parents, Mission President Vinal G. Mauss, and his wife, Ethel, will get her award this year as she has done other years. Peggy writes from Tokyo, January 18, 1950.

"I certainly appreciate the extra trouble you have gone to in order that I might get my award. It has always meant a great deal to me to get these awards which I have received each year since the Girls' Work was commenced by the Church, and each award has given me a stronger desire to work harder for the next one. In spite of the seven thousand miles separating us I still feel a part of good old Oakland ward. I wish I could be there to share the spirit of award night. These dinners have always been a highlight of the winter season."

Peggy enclosed a pretty snapshot of herself wearing a beautifully patterned Komono of the Japanese lady.

ALAMEDA WARD
Bobby Louise Cobb, 16 years, has been identifying herself with the LDS Girls' for many months. Her baptism into the Church made 17-20 held an average of 88 per cent attendance as Sacramento meetings, one of the highest in the stake. Why not other groups too even this record sometime?

DIMOND WARD
Dimond has held the Victory Trophy for two months. The Dimond ward Girls' Chorus sang for stake conference Sunday evening, January 22. "Our program," writes the ward chairman, "has helped our girls realize how important it is to help one another, especially those who are shy and new. We have realized that to be loved we must love others. Now we all try to make the 'new' girl feel welcome as soon as she comes into the ward."

ELMHURST WARD
This ward's meeting attendance by the girls is outstanding: 72 per cent at Sacramento meetings. Hav-

ing won the trophy three months consecutively, Elmhurst has the honor of having its name engraved on the trophy. Their Mothers-Daughters' party, pre-holiday, was beautiful for its spirit of friendship. A charming snapshot shows the Elmhurst Girls' Chorus as they furnished the music for "Girls' Night at Sacramento Meeting."

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The girls are having lots of fun. February 11 saw the fulfillment of dreams for a snow trip. Now they plan an excursion to the Mesa temple during Easter vacation for baptism for the dead. The girls are themselves working together the names for their baptismal work, and also to raise money for the expenses of the journey.

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Maxwell Park is having the joy of helping some inactive girls become interested in the Church. From this ward also came 83 hours of service given by the girls at the Welfare Center last summer. A lovely thing was the singing of the Girls' Chorus at the ward sacrament meeting.

Three inactive girls were brought into activity thru a camping experience with our fine girls. In another instance, parents have become interested because their daughter took a full part in our girls' program. Now Oakland is very happy to welcome Lois Kunz as a new church member and as one of their girls' group. She was invited to attend MIA, Sunday school and sacrament meetings by Sharlene Lindsay and Lita Moses, who met her at school.

SAN LEANDRO WARD

Our youngest group has qualified for the 1949 standard award because over half of the group earned individual awards. This active little group has found time to do many things as well as earn their awards. Nine of them raised over \$200 for the ward building fund by the sale of Christmas cards and candy of their own making. Fine work.

To quote Mary Marsh, secretary of LDS Girls' committee, Oakland stake: "Let us strive for wisdom, knowing what to do; skill, knowing how to do it; virtue, doing it well."

Joseph C. Eyring made a top record among the real estate fraternity for the later part of 1949. He is currently chairman of multiple listing bureau of the Berkeley Realty Board.



THE MESSENGER

OF THE OAKLAND & BERKELEY STAKES OF ZION

Berkeley, California, April, 1950

Volume IV.

Clifford E. Young Attends Oakland Stake Conference

Clifford E. Young, assistant to the Twelve Apostles, and Wm. T. Lawrence of the General Church Welfare Com., inspired large audiences April 1 and 2, 1950, at the Oakland stake quarterly conference.

"The answer to our problems comes in the very hour of the need," testified Elder Young. "We may not know far ahead how we shall meet a given problem or situation, but if we move ahead in the discharge of duty, the require-

Berkeley Stake Primary News

The Berkeley Stake Primary will be represented at the Primary conference in Salt Lake City, April 4 and 5th by President Annetta V. Wood, her second counselor Bessie Brady, Opal Oliver from Fairfield, Shirley Haslem from Martinez, Nellie Johnson and Verla Hodge from Walnut Creek.

An outstanding April event in Berkeley stake will be a pot luck party, April 20, to which all members of the Primary stake and ward teaching staffs with their partners are invited. This party has a two fold purpose; to help acquaint members throughout the wards with one another and also to raise funds to buy a President Grant paper weight. These paper weights were donated by President Grant toward the new children's hospital.

Our Primary children's chorus will lend a sweetness to the ten o'clock session of stake conference April 30, by rendering several musical numbers. A group of the officers and teachers will also have a part in the morning program.

Young Peoples' Genealogical Contest

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There will be a prize awarded for the best book submitted and the winner will be announced in the June issue of the Messenger.

The rules are as follows:

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High Tribute to Eugene B. Jacobs

By MILDRED M. FONTANA
The shockingly sudden death of Eugene B. Jacobs saddened the East Bay Saints as few things ever have before. He dropped dead on the Elmhurst chapel steps, Saturday night, March 11 and the funeral was held in the Oakland chapel Wednesday 15 March.

"Eye hath not seen, ear hath not heard; neither hath it entered into the heart of man the good things the Lord hath prepared for those who serve him," quoted Pres. Delbert F. Wright at the funeral of Eugene B. Jacobs, our beloved brother in the gospel of Jesus Christ. The elite of Oakland and Berkeley stakes came to do him honor. He was beloved by his fellowmen and loved and trusted by God. The greatest tribute to him was the large concourse of people who attended his funeral.

Eugene B. Jacobs was born May 4, 1899 and when a young man voluntarily filled a mission in the Southern States. He married the girl of his heart, Blanche Coulter, in the Salt Lake Temple. They came to Oakland in 1928 with two children, Eugene, Jr., and Marilyn; Gloria was born in Oakland.

Eugene served in the Sunday school superintendency of the Vallejo, Hayward and Oakland wards and then on the stake S. board. In 1930-34 he served as bishop of Oakland ward, which then included the Alameda branch. Later in the Dimond ward the Gospel Doctrine class was taught by him and he also had charge of Fireside for the young people. The Boy Scouts will forever remember his wonderful leadership and the trips they took with him and his family. Twice he gave his two weeks annual ward time to take the scouts to Lake Pillsbury. And it was some of these same boy scouts—Chester Shurtleff, Bates Brain, Dan Fernsten, Warren Morgan, Keith Rainey and Ted Hilton who served as his pall bearers at the funeral.

He had been a high councilman since June 1944. In the Elmhurst ward he recently taught the Special Interest group in MIA, and was also teacher of the adult Fireside group. The service men during the war found a welcome at Bro. and Sister Jacobs' home numberless times.

Patriarch Harry Fletcher said, "Bishop Jacobs was the man who put me on the good road where I am today." One woman said "Bro. Jacobs had the sweetest spirit of any man I ever knew."

One man who visited the mortuary confessed that he had found an architect among their number; drew plans for a two-bedroom cottage; bought a lot; ordered the lumber and the cement and went to work on the grounds and the foundation, then the walls, the roof, the flooring, the plastering, the plumbing and electric wiring, the cabinet work, the heating and finally the finish carpentry and the flooring, and then the finish painting. It was completed in March.

I saw that cottage, standing on Benicia street, Vallejo, like a demure lady ready to be courted by home lovers.

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Oak. Stake News

By Mildred M. Fontana

We feel unusually honored in Oakland stake that a call from the church came to Philip Humphreys of Dimond ward to go on a special two months mission back to the Tahitian Islands where he had already filled a mission. The purposes of this directory and sentiments and practices one with members to include their own people and professional dealings. Since we cannot trade with someone we know nothing, the Messenger advertising columns and now through the local colony with local LI bars. A few non-member friendly ad-

Patience and understanding are cautions and errors in the matter of ent is still much room for improvement

Wonderful Story of \$4 Earned in Carquinez

Suppose you are in the bishopric

mittee of a ward of 183 families, a

problem of raising a sum of \$4000

above their usual tithes, fast offering

how are you going to go about it?

Well, there are two elements in

this question as to what you

might do to raise the money men-

tioned. First, there is much me-

chanical skill among the men of

the Carquinez ward because the

ship building work at the Mare

Island yards has attracted hard

men here. Second, many of them

are men in whose souls is a spirit

that burns with joy in service to

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Some Liahona club members have urged that such a reprint should be prepared and mailed free to our Messenger mailing list, and that some extra copies should be furnished free to all whose names are included. Ads would pay the cost, of course.

A feeling exists that there would be enough value in this handy form of the directory to justify advertising therein similar to the display ads in the telephone directory, inserted alphabetically near the business names. The advertising rates would be kept at a minimum on a reasonable cost-plus basis: \$1.50 (or less if possible) per horizontal inch and full page width.

We will proceed if you wish us to. It depends upon the response sent in at this time.

THE MESSENGER:

I think the Messenger should as soon as possible, distribute free (as mentioned above) the LDS business and professional directory in handy pocket form.

I subscribe for _____ inches of advertising space at rates mentioned above, and enclose copy.

Signed _____
Address and Phone _____

(Mail to The Messenger, 1612 Spruce St., Berkeley 9, Calif., before March 20, 1950, in order that the printer may know whether to hold the April issue type for the re-print.)

BERKELEY BOOK OF REMEMBRANCES

CONTEST ANNOUNCED

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Books will be judged on originality and completeness in the field chosen. Each person is encouraged to use their own imagination and initiative in choosing and filling out their book. There is no set form.

The deadline will be the next stake conference, May, 1950.
Boys and girls, here's your opportunity to show what you can do—have fun and start your "Book of Remembrance" now in time for the contest. YOU may be the winner.

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Pears represent the largest canning operation and were contributed largely by Walnut Creek and Martinez, with Napa helping out. Vallejo went heavy on the apples while the apricots came from Pittsburg and Brentwood and the tomatoes from Napa and Martinez. Martinez also contributed a small amount of peaches. Napa, of course, featured dried prunes.

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Two youth speakers before the Richmond ward Sunday school, Judith Holland and Larry Young. Each Sunday two young people give a "thought for the week," examples of which are: "A much used road is easy to travel, whether you grind a man down or polish him up depends on the stuff he is made of."

What is the Gift Of the Holy Ghost?

(Continued from page one)
yourself to pray with all your heart, and fast as seems necessary, and with all the energy of your souls. Did not Jesus advise, "Pray always that you may escape Satan," and the Book of Mormon counsel that we pray morning, noon and night and at noon as that may be possible and at all times in our hearts.

2. Go to sacrament meetings every Sunday. This, not to please anyone else, or to hear some special speaker, but to partake of the sacrament and receive the Holy Spirit. Repeat, if you will, the prayers over the bread and water, and observe the repeated phrase, "that they may always have thy Spirit to be with them." That is why you partake of the bread and water.

An Adjustment of Advertising Rates in the Messenger seems inevitable to keep in line with other publications and higher costs.

Therefore the Messenger's rate's beginning with the April issue, will be \$1.50 per Column inch in place of the current rate of \$1.25.

Since 1946 the Messenger circulation has increased from 2700 to 3500.

THE MESSENGER

OF THE OAKLAND & BERKELEY STAKES OF ZION

Berkeley, California, April, 1950

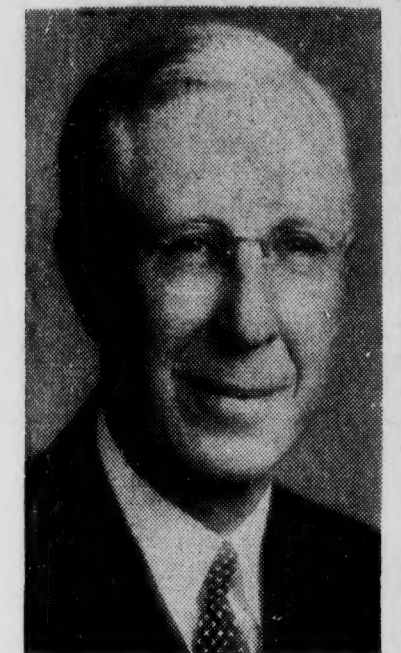
Number 9

Volume IV.

Clifford E. Young Attends Oakland Stake Conference

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"The answer to our problems comes in the very hour of the need," testified Elder Young. "We may not know far ahead how we shall meet a given problem or situation, but if we move ahead in the discharge of duty, the require-



CLIFFORD E. YOUNG

ed guidance comes to us at the actual moment it is required. God keeps his promises."

President Delbert F. Wright admonished that parents are the ones who will be held responsible if the children become delinquent and we parents have not fulfilled our duties to them in regard to teaching them by gentle ways and by our own conduct the Gospel way of life.

Dr. Melvin G. Hart of the High Council asserted that faith is one of the strongest and most basic elements of human nature. A clear faith in God, and in the Gospel of Jesus Christ banishes fear, and gives calm stability.

Elder John S. Hilton, recently returned from his missionary service in Brazil, testified that the humble saints there take joy in working to complete their chapels and in laboring in the welfare program in general.

Elder Howard G. Marsh, who has come home from the Argentine mission and from an appointed special mission to visit some student and other leaders in Spain who have been studying the restored gospel, bore a fervent personal testimony of the truthfulness of the gospel.

Inspiring addresses were also given by President Angus H. Norberg and Glen Shaw of the presidency.

Delightful music Sunday was furnished by the Stake's Singing Mothers led by Thelma Sims and accompanied by Glenora Farnsworth.

Berkeley Stake Primary News

The Berkeley Stake Primary will be represented at the Primary conference in Salt Lake City, April 4 and 5th by President Annetta V. Wood, her second counselor Bessie Brady, Opal Oliver from Fairfield, Shirley Haslem from Martinez, Nellie Johnson and Verla Hodge from Walnut Creek.

An outstanding April event in Berkeley stake will be a pot luck party, April 20, to which all members of the Primary stake and ward teaching staffs with their partners are invited. This party has a two fold purpose: to help acquaint members throughout the wards with one another and also to raise funds to buy a President Grant paper weight. These paper weights were donated by President Grant toward the new Children's hospital.

Our Primary children's chorus will lend a sweetness to the ten o'clock session of stake conference April 30, by rendering several musical numbers. A group of the officers and teachers will also have a part in the morning program.

Young Peoples' Genealogical Contest

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Thirty One Representative Dimond Ward Business - Professional Members



This large group of 31 stands in front of the attractive Dimond ward chapel where their alert chairman, Elmo R. Smith, left, had called them.

Represented vary from milk salesman to general manager and partner in a San Francisco electrical maintenance and contracting firm. A physician and a dentist are in the group.

Left to right: Elmo R. Smith, attorney; Albert A. Miller, barber; Clyde A. Russell, electrical motors; Leo D. Young, (front) barber; Garry G. Fisher, advertising; Elmer R. Clark, appliance salesman; Brueniers; J. Eugene Russon, Otis Elevator salesman; A. B. Graham, realty; J. Craig Robertson, rug cleaners; Mantion Moody, motel owner; Mrs. J. Craig Robertson; Herbert A. Von Noy, hardware stores proprietor; Esther England, entertainment agency; Neil McCarthy, (rear), piano teacher and salesman; Ira B. Call, proprietor Olympic Florists; Bonnie Louise Fisher, associate in advertising; Walter C. Hall, proprietor Lake Tahoe general grocery store; Marion G. Stephens, sweet shop proprietor; Robert W. McAllister, typewriter doctor; Leonard J. Lyons, building contractor; Leonard Ed. Pri-

High Tribute to Eugene B. Jacobs

By MILDRED M. FONTANA
The shockingly sudden death of Eugene B. Jacobs saddened the East Bay Saints as few things ever have before. He dropped dead on the Elmhurst chapel steps, Saturday night, March 11, and the funeral was held in the Oakland chapel Wednesday 15 March.

"Eye hath not seen, ear hath not heard; neither hath it entered into the heart of man the good things which the Lord hath prepared for those who serve him," quoted Pres. Delbert F. Wright at the funeral of Eugene B. Jacobs, our beloved brother in the gospel of Jesus Christ. The elite of Oakland and Berkeley stakes came to do him honor. He was beloved by the fellowmen and loved and trusted by God. The greatest tribute to him was the large concourse of people who attended his funeral.

Eugene B. Jacobs was born May 4, 1899 and when a young man voluntarily filled a mission in the Southern States. He married the girl of his heart, Blanche Coulter, in the Salt Lake Temple. They came to Oakland in 1926 with two children, Eugene, Jr., and Marilyn; Gloria was born in Oakland.

Eugene served in the Sunday school superintendency of the Vallejo, Hayward and Oakland wards and then on the stake S. S. board. In 1930-34 he served as bishop of Oakland ward, which then included the Alameda branch. Later in the Dimond ward the Gospel Doctrine class was taught by him and he also had charge of Fireside for the young people. The Boy Scouts will forever remember his wonderful leadership and the trips they took with him and his family. Twice he gave his two weeks annual vacation time to take the scouts to Lake Pillsbury. And it was some of these same boy scouts—Chester Shurtleff, Bates Brain, Dan Fernsten, Warren Morgan, Keith Rainey and Ted Hilton who served as his pall bearers at the funeral.

He had been a high councilman since June 1944. In the Elmhurst ward he recently taught the Special Interest group in MIA, and was also teacher of the adult Fireside group. The service men during the war found a welcome at Bro. and Sister Jacobs' home numberless times.

Patriarch Harry Fletcher said, "Bishop Jacobs was the man who put me on the good road where I am today." One woman said "Bro. Jacobs had the sweetest spirit of any man I ever knew."

One man who visited the mortuary confessed that he had come to California broken in spirit and apostate in feeling and that Bro. Jacobs brought him back through kind encouragement. Another declared "The Lord needed a good man over there in a hurry."

Years ago, after listening to a lesson on judgement day a lady said "If any human being is going to judge me and I can choose that person, it will be Eugene B. Jacobs." Such is a sample of the high esteem in which his friends held him.

His family should be mentioned at this time, for they are exemplary, God-fearing people, and he could not have become what he was had not his wife be Blanche Coulter. May God bless her and the children and relatives in this hour of bereavement.

Oak. Stake News

By Mildred M. Fontana
We feel unusually honored in Oakland stake that a call from the church came to Philip Humphreys of Dimond ward to go on a special two months mission back to the Tahitian Islands where he had already filled a mission. The Hawaiian centennial comes this year; interpreters are needed to assist Tahitian people who will travel to Hawaii from Tahiti in the new yacht, the "Fandango," which the church is now sailing to Tahiti from Los Angeles where the commodious yacht was purchased for use in the Pacific Island missions.

A reception was held at Pres. Delbert Wright's home for his son, Pat, and Wanda Lee on March 4. Many friends of the Lee and Wright families were in attendance to extend good wishes to the happy couple who were recently married in the temple.

Two very successful parties have just been held. One for the senior members of the stake was held at Alameda ward, sponsored by the bishops and Relief Societies of all wards at which 100 persons enjoyed a banquet and program. The Stake Relief Society board is responsible for originating this much needed entertainment which, it is hoped, will become an annual Oakland stake affair.

The second party was held in the Hayward ward on March 10 for the Stake Primary Trail Builders. Douglas Swanson explained the new order of scouting in the church which includes 11 year-old boys, and Al Atwood told the boys how important scouting is to them and why they should join church troops. Yo-yos were presented to the boys present; a yo-yo is a symbol of a Scout. A "feed" made everyone doubly happy.

March 31 the Relief Society stake union meeting was held in Dimond ward. Sister Veda Linford of Oakland ward is the new literary leader. Welcome to your new assignment, Sister Linford.

Eggs Take Longer to Boil in Utah-Idaho; Potatoes Take Longer to Cook. Why?

A three minute egg takes five minutes in Utah-Idaho. Air pressure here is 15 lbs. per square inch; in Utah and Idaho at 4500 feet elevation the pressure is only 12 lbs.

In breathing one has to take in more air in Utah than in Calif. this is unnoticeable except in great exertion such as a mile race, etc.

Potatoes take ten minutes longer to cook in Utah-Idaho.

In this Issue We Present the Messenger's First Annual East Bay LDS Business-Professional Directory and Gazetteer

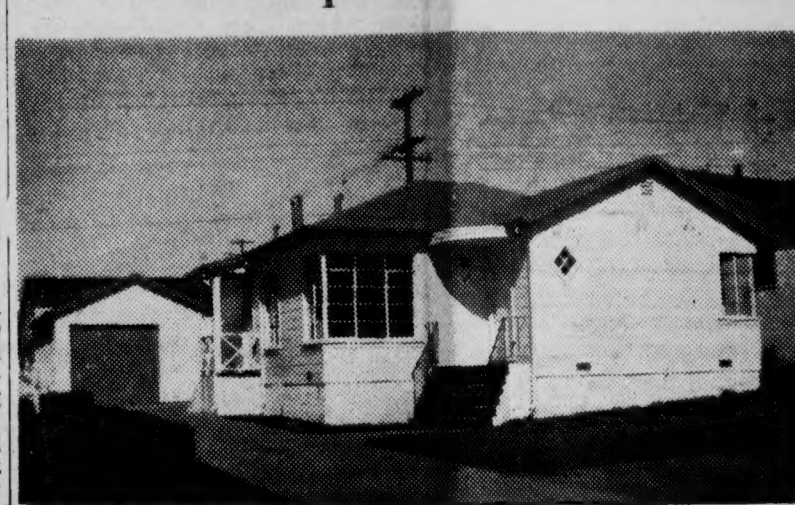
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The purposes of this directory and gazetteer is to foster fraternal sentiments and practices one with another, and to encourage our members to include their own people within the circle of their business and professional dealings.

Since we cannot trade with someone of whose existence or business we know nothing, the Messenger continues to seek thru its advertising columns and now thru this directory-gazetteer to acquaint the local colony with local LDS business-professional members. A few non-member friendly advertisers are included.

Patience and understanding are called for in regard to any omissions and errors in the matter of entries. We feel certain that there is still much room for improvement in future similar directories.

Wonderful Story of \$4000 Welfare Fund Earned in Carquinez Ward in 7 Months



Suppose you are in the bishopric and on the ward welfare committee of a ward of 183 families, and you are confronted with the problem of raising a sum of \$4000 from your members over and above their usual tithes, fast offerings and other contributions—just how are you going to go about it?

Well, there are two elements in this question as to what you might do to raise the money mentioned. First, there is much mechanical skill among the men of the Carquinez ward because the ship building work at the Mare Island yards has attracted handy men here. Second, many of them are men in whose souls is a spirit that burns with joy in service to an ideal, and that ideal is the kingdom of God among men on earth—"thy kingdom come."

These men joined together at the bishop's call in August, 1949; found an architect among their number; drew plans for two bedroom cottage; bought a lot; ordered the lumber and the cement and went to work on the grounds and the foundation, then the walls, the roof, the flooring, the plastering, the plumbing, the electric wiring, the cabinet work, the heating, and finally, the finish carpentry and the flooring, and then the finish painting. It was completed in March.

I saw that cottage, standing on Beria street, Vallejo, like a demure lady ready to be courted by home lovers.

Eleven Representative Napa Business - Professional Members



Napa ward, with its membership about 380 has a record of 21 business and professional members in pursuits calling for public patronage. Only eleven are included in the picture.

Front row, left to right: Roy K. Stubbs, roofing; Clifton Hall, O. K. Rubber Welders; George W. Bruerton, bookkeeping service; Isaac Taylor, barber; James Barry,

building. Back row, left to right: Allan C. Woolley, general contractor; Earl Grastell, wholesale fish; Alex L. Bridges, hardware; Fred Keller, hardware; Henry L. Peterson, insurance and Max Reed, optometrist. Above from the picture are the above business and professional members of Napa ward:

now associated with Charles Maurer. They are about to launch an extensive development, we hear.

If one is entertainment hungry at any time and wishes to arrange for talent for special programs, flowers, flowers, the flowers of spring! That's not an idle thought.



Not all of the wards of the two East Bay wards, religious and musical assem- blies, the Mormon Male Chorus has won the local colony for its high achievements. The Oakland Stake conference, one of the Oakland, and the conference, have been favored with sacred songs, the leadership of Robert Sant and to the Oakland Stake conference. The Oakland Stake conference, one of the Oakland, and the conference, have been favored with sacred songs, the leadership of Robert Sant and to the Oakland Stake conference. The Oakland Stake conference, one of the Oakland, and the conference, have been favored with sacred songs, the leadership of Robert Sant and to the Oakland Stake conference.

Girls Activities

Special Guests

Advisory Meeting

Monthly advisory meeting of the Oakland Stake, January 30, in Dimond ward chapel. W. T. Webb, A. G. Jackson and Elmo by MIA advisor, Rhea Gustavson, and S. and a progress report by Oakland Stake committee, Ruth S. Hilton.

ing won the trophy three months consecutively. Elmhurst has the honor of having its name engraved on the trophy. Their Mothers' Daughters' party, pre-holiday, was beautiful for its spirit of friendship. A charming snapshot shows the Elmhurst Girls' Chorus as they furnished the music for the Girls' Night at Sacrament Meeting.

HAYWARD WARD

The girls are having lots of fun. February 11 saw the fulfillment of dreams for a snow trip. Now Mesa temple during Easter vacation for Baptism for the week. The girls are themselves working together the names for their baptismal work, and also to raise money for the expenses of the joyous trip.

MAXWELL PARK WARD

Maxwell Park is having the joy of helping some inactive girls become interested in the Church. From this ward also came 83 hours of service given by the girls in the Welfare Center last summer. A lovely thing was the singing of the Girls' Chorus at the ward sacrament meeting.

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SAN LEANDRO WARD

Our youngest group has qualified for the 1949 standard award because over half of the group earned individual awards. This active little group has found time to do many things as well as earn their awards. Nine of them raised over \$200 for the ward building fund by the sale of Christmas cards and candy of their own making. Fine work.

To quote Mary Marsh, secretary of LDS Girls' committee, "Let us strive for wisdom, knowing how to do it; skill, knowing how to do it; virtue, doing it well."

Joseph C. Eyring made a record among the real state of 1949. He is currently chairman of multiple listing bureau of the Berkeley Realty Board.

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Herb A. Weiland has been a valuable draperies and window shades specialist for many years with Stone-Pierce Furniture Co., Berkeley. Rufus O. Phelps has built great chapels like Dimond and Alameda, and fine homes, the latest to be one for Delbert F. Wright. He also has acted as funeral director for many funerals among us.

A. B. Graham is a really dealer of long and successful experience. Leo D. Young is the "best in the west" barber on Bancroft Co., representative, 333 13th St., Oakland. Garyle G. Fisher is an advertising specialist, distributor of shopping news, and circulation manager of downtown Oakland; Conrad Barber of the watch repair department in Khan's and Neil McCarthy, piano teacher and salesman.

Professionally speaking there is no one better than E. B. Smith. You'll never know how the firm of Brown, Smith and Ferguson has been prospered until you see their staff of lady stenographers.

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Berkeley Stake Primary News

The Berkeley Stake Primary will be represented at the Primary conference in Salt Lake City, April 4 and 5th by President Annette V. Wood, her second counselor Bessie Brady, Opal Oliver from Fairfield, Shirley Haslam from Martinez, Nellie Johnson from Veria Dodge from Walnut Creek.

An outstanding April event in Berkeley stake will be a pot luck party, April 20, to which all members of the Primary stake and ward teaching staffs with their partners are invited. This party has a two fold purpose, to help acquaint members throughout the wards with one another and also to raise funds to buy a President Grant paper weight. These paper weights were donated by President Grant toward the new children's hospital.

Our primary children's chorus will lend a sweetness to the ten o'clock session of stake conference April 30, by rendering several musical numbers. A group of the officers and teachers will also have a part in the morning program.

Young Peoples' Genealogical Contest

The Stake Genealogical committee is sponsoring a statewide contest for those of ages 12 to 17 to encourage them in starting their "Books of Remembrance."

There will be a prize awarded for the best book submitted and the winner will be announced in the June issue of the Messenger.

The rules are as follows:

1. The book may take any form desired but must include: (a) The personal record sheet filled out as completely as possible with all vital statistics called for. (b) A family group sheet for our own parents with all brothers and sisters listed, completely filled out. (c) A pedigree chart filled out so far as possible completely and accurately. (d) One topic thoroughly covered—may be any subject desired; a few are listed below: School days, teachers, friends, awards, achievements, sports, etc.; trips taken; homes; moving experiences, family history, hobbies or interests, sports, etc.

Books will be judged on originality and completeness in the field chosen. Each person is encouraged to use their own imagination and initiative in choosing and filling out their book. There is no set form.

The deadline will be the next stake conference, May, 1950.

Boys and girls, here's your opportunity to show what you can do—have fun and start your own "Book of Remembrance" now in time for the contest. YOU may be the winner.

If there are any questions regarding the contest, contact either Rose Dunham, 725 Spruce St., Berkeley 7, Calif., or Alma Deane Feller, 6216 Hillcrest Ave., Oakland, OLYMPIC 3-0923.

Herb A. Weiland has been a valuable draperies and window shades specialist for many years with Stone-Pierce Furniture Co., Berkeley. Rufus O. Phelps has built great chapels like Dimond and Alameda, and fine homes, the latest to be one for Delbert F. Wright. He also has acted as funeral director for many funerals among us.

A. B. Graham is a really dealer of long and successful experience. Leo D. Young is the "best in the west" barber on Bancroft Co., representative, 333 13th St., Oakland. Garyle G. Fisher is an advertising specialist, distributor of shopping news, and circulation manager of downtown Oakland; Conrad Barber of the watch repair department in Khan's and Neil McCarthy, piano teacher and salesman.

Professionally speaking there is no one better than E. B. Smith. You'll never know how the firm of Brown, Smith and Ferguson has been prospered until you see their staff of lady stenographers.

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The Messenger

Of the Oakland and Berkeley Stakes of Zion
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6-5450. Mildred Morgan Fontano, 313 Lin-
coln St., LA. 2-1618.

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tion—slightly affected.

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Eight Representative Berkeley Business - Professional Members



Little Journeys to the place of
some central Berkeley Business
and Professional men.
When we called at the Berkeley
Health Food Store, we chatted
with Lincoln Blake of Claremont
ward, a permanent convert to
waspel of proper foods for health.
He told us of the newer stores
he is interested in, in San Mateo
and in Oakland, the Hoai Food
Store at 5478 College Ave. C. W.
land. Next we called at 139 Shat-
tuck Square, the Chip Cafe, for a
dish of refreshment and a word
with James Mower who recently
bought this business. A step from
the Chip Cafe, in the American
Trust Co., we found Willard El's
at one of the executives' desk-
meeting them in their banking and
loan problems. Taking the eleva-
tor to the eighth floor we soon
were in the dental offices of "Ray"
Knight where we were altogether
too much at home for "Do", hesi-

Eighteen Representative Berkeley Business - Professional Members



Altho this issue of the Mes-
senger presents five other pic-
ture of Berkeley groups, this
one was still necessary. Several
eligible were yet absent from
any of the pictures.
This group of 18 varies from a
physician, to a carpenter and in-
cludes a variety store goods
wholesaler, drug store proprie-
tor, plumber, bank official,
realtors and salesmen, farm
bureau research expert civil
engineer, pest exterminator,
accountant, food broker, market
manager, refrigerant expert and
newspaper editor and manager.
Left to right standing are: O. Leslie Stone, president Skaggs-
Stone, Inc., Oakland, distributors
of general merchandise; Douglas
Acum, M.D.; A. H. Hopkins,
plumber, 762 San Pablo Ave., El
Cerrito; Edward B. Cox, carpen-
ter, LA. 5-5421; Walter W. Bar-
rett, real estate with Jos. C. Ey-
ring, Res. phone LA. 6-8899; Wil-
lard E. Ellis, bank official
American Trust Co., Frank J.
Parsons, real estate, Res. phone
LA. 5-8727; Von T. Ellsworth,
research executive State Farm
Bureau, Res. ASH. 3-4772; Del-
bert H. Rock, prop., Low Cost
Drug University and Shattuck
Berkeley.

Eight Representative Walnut Creek Business - Professional Members



This group of smiling men stand
at the side of the Ladies' Literary
building where the Walnut Creek
LDS ward holds its meetings
and Sunday school. Their em-
ployment varies from music com-
poser and teacher to building
contractor.
Left to right: J. Lloyd Johnson,
toilet preparations manufacturer;
Nico D. Snell, piano and violin
teacher and composer; Wallace
Morgan, venetian blinds manu-
facturer; Reuben McBride, gen-
eral contractor; Alma H. UF-

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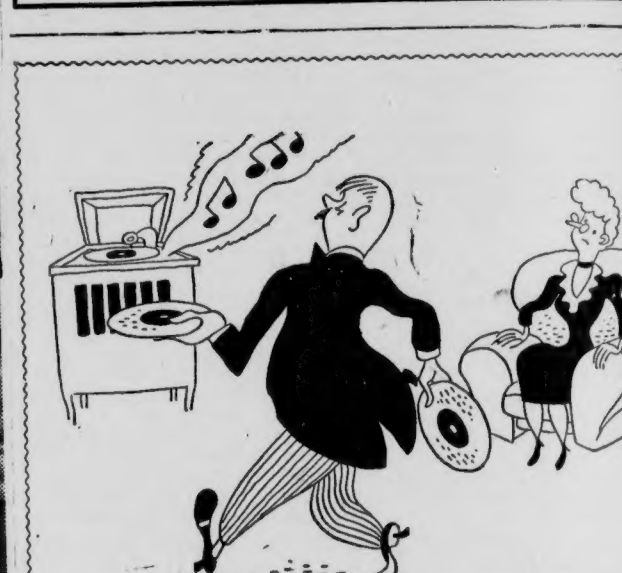
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O. L. Adams, TH 3-3693 Ida Zurilgen, TH 3-5956
George Pavelka, LA 6-8669 Jos. Eyring, LA 6-0284

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faction at the **LOW COST DRUG STORE!** Stop by
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April, 1950

Seven Representative Alameda Business - Professional Members



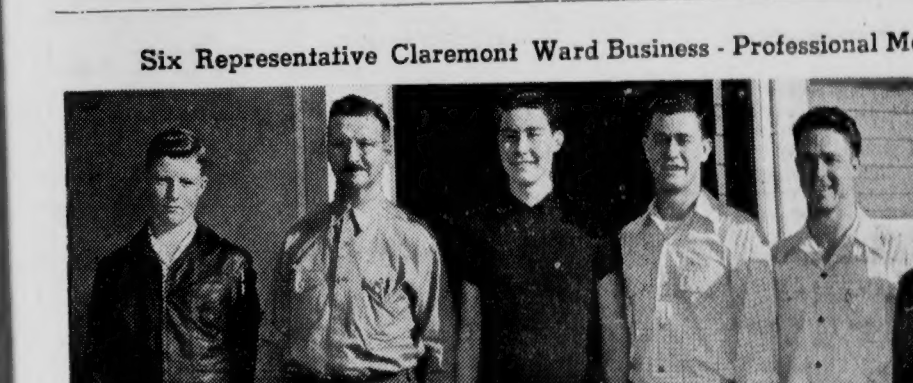
The Alameda group of seven
shown in the picture are but a
fraction of the LDS business
people living in Alameda ward.
Others will be found in the direc-
tory in this issue of Messenger un-
der various headings. All in all,
there are representatives of beau-
ty stylists, realty dealers, spudnut
and sweet shop proprietors, rest-
aurant operators and bakers, cab-
inet shop owners and managers,
moving picture house owners, in-
surance writers and notary pub-
lics, dentists and new and lawn
mower sharpening and servicing
shops. And perhaps others.
Left to right in the picture
standing are: J. C. Hatch who
with his wife owns and operates
the Hatch Restaurant at 1905 1/2
Encinal avenue; Wendell Jensen
and Mrs. Jensen who operate a
bakery and restaurant at 1404
Park avenue; Francis Winkol,
part owner and operator of Ed-
dy Manufacturing company cab-
inet makers of San Leandro; Rhea
Gustavson who herself is a
notary public in the offices of
Miss healthy, 2511 Santa Clara
avenue and who also represents
in the picture her husband
Charles Gustavson, who writes
life insurance parttime; Charles
A. Eliason, D. D. S. at 2151 Santa
Clara; and Rulon Knowles, prop.
of General Saw Service, 935 San
Leandro Blvd. in San Leandro,
though he resides in Alameda and
is a member of that ward.

Six Representative Fairfield Branch Business-Professional Members



Orlin I. Oliver, branch president, stands at the
extreme left of the group; he has a cement block
making business. Others in the group are: Ray
E. Campbell, publisher of the Solano County
Courier and the Global Ranger, and printer of
the Messenger; W. Woodrow Haycock is distri-
bution manager of the Oakland Tribune in So-
lano county; Dorothy Blaisdell, the rose among
this group of thorns, is kept busy giving piano
lessons; J. Alden Blaisdell, the man with the
million dollar bass voice, represents the Bene-
ficial Life Insurance Co., while Stewart Mitchell,
the man at the extreme right, manages the
American Auto Stores branch store in Fairfield;
he's co-owner of the business, incidentally.
Not pictured is Miss Helen Allen, right-hand
"man" to her father, Clifford M. Allen, Fairfield
building contractor.

Six Representative Claremont Ward Business - Professional Members



The two men on the left of the
picture are father and son, Lor-
enzo Bird, the son is with his
father, Robert W. Bird in the Bird
Shoe Repair Shop at Dwight Way
and San Pablo Ave. An expert at his
trade, Robert Bird's shop has all
the advantages of the most mod-
ern machinery for beautiful, long
lasting — fitment.
Don C. Wood, Sr., on the right
end of the picture, stands besides
his three husky sons associated
together in the Don C. Wood and
Sons Refinoll Co. Refinoll, Don
would say modestly, is now pro-
ven by tests and long-time re-
cords of its use in comparison
with top grade commercial auto
engine oils in fleets of trucks.
They now have contracted ex-
clusively with Refinoll. Don Sr.,
has at last won the verdict of
rugged road tests as well as of
laboratory analyses, and he
should have our compliments in
setting up a successful business
for his sons to develop in the East
Bay region.
Absent from the picture is Vin-
cent A. Wood, now in the Cana-
dian Mission, and Samuel Bird,
serving in the air force.

Six Representative Maxwell Park Ward Business-Professional Members



Some Claremont Ward
business men.—Photo by Ed
The Claremont ward
shown above are standing
of Millward's Market,
1920 avenue, Berkeley.
Milward brothers, stand
in front of the doors an-
den Milward. The other
back row are W. Martin
Lincoln Blake and Elmer
Harver and Jeffries are
seated. Among others, eligible
are butchers, a chiroprapist,
a blanket importer and dealer,
a cutlery salesman, a venetian blind
salesman and no doubt many
others.
Sitting in picture left to right
are Curtis R. Bybee, Maxwell
Park's new bishop and a realtor
with "Art" Bliss in Bybee and
Bliss Real Estate, and A. K.
Branswell, D. C., on Foothill.
Standing left to right are: J. E.
Briscoe, owner of a French laun-
dry on Fruitvale, Richard A. Al-
phie, a counsellor to Bishop Py-
phie, and an optometrist on Foot-
hill; Wendell Martin and Grant
Hawkins, owners of Tiles Sales
company with a "new idea in
low cost tile service." Don J. Al-
phie, pioneer east Oakland jew-
elry and watch dealer and repairs;
and John Krage, mgr. of Conklin
Shoe shop on Foothill.

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Seven Representative San



Among the LDS business
whose businesses are to be fo
on San Pablo Ave., Oak
are the seven men looking at
in the picture shown above.
of the seven is a chiroprapist
makes shades for porches,
the others are five "Mor
from Utah," whose Nu VU V

The Five Morg
From Utah will give 20%
to any member of the
Church on their fan

Ten Represent



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A Little Journey to Solano

Avenue Business - Professional Members

A little journey to Solano and San Pablo Ave. business and professional members.

Come with us for a flying trip down Solano from The Alameda to San Pablo avenue. We first drop in at the Oaks Variety. Earl and Roxy Peterson are there to meet us and show us their immense store and \$300,000 stock. Roxy and Earl are as interesting as the business itself, working "shoulder to shoulder" as happily as can be. No wonder people love to come to trade with them. The Variety Store (1880) is across from the Oaks Theatre.

West of the theatre a few stores are the great Oaks Hardware store operated by Herb Van Nov who also is a partner in the Malt-Van Nov Hardware stores at 5601 College and at 14624 E. 14th St. San Leandro. At the time of our call Herb was not at the store, but his clerks gladly pointed out the immense extent of the store's stock. Herb opened this store in 1948 about the time he opened another store in Alameda which he recently sold when he turned his attention to the fast growing San Leandro section.

Farther west a block or two and on the south side of Solano we spotted the 1632 number of Gunter Larsen's chiropractic office and home. He and Gail were most of their rather new and newly conditioned quarters where they are becoming well established as part of the Solano activity.

Moving westward down Solano, we came next to Frank Parson's real estate office in his home at the corner of Solano and Ordway. Frank and his wife are as usual full of runs and jokes as usual.

Down one block and across the street we came to the active sounding Jack Frost office where La Ree Tolman is an active saleslady. You'd be surprised at the business this alert business woman can turn when she's in her mind and time to untied effort. She told us that her natural interest lies in discovering the precise dream homes people have in their minds and then to have an actual home as nearly like the dream pattern as possible. We found the office and Mr. Frost very pleasant.

A few doors west we stopped at the Lenox Photo Service (479 Solano) and saw the Messenger staff photographer, "Edgie" Pyle up to his neck in work. He has taken a contract recently with the Berkeley Realty Association to do the house photo duplicating work for their multiple listing bureau. This and the Messenger work for the April issue really were an addition to his regular trade business.

Then we came to Dr. Douglas Reams office. Of course, the doctor was too courteous to say it, but we could see from the full waiting room that a hearty handshake was all we should expect from him at the time.

On K. Walton is the business manager at 1391 Solano for C. M. Mac Gregor, the extensive builder of home tracts, he greeted us with his usual hearty manner. When we called at the Morvair Paint shop across from the Albany post office on Solano, both Alton and his efficient wife were on hand to greet us. However being spring, we soon found that trade must be served and there fore made a short stop, long enough to admire the line of wall paper, the line of textile paints now so much the vogue, and the framed pictures besides their great stock of Morvair paints. Alton is a master painter.

When we had journeyed the full length of Solano and came in to San Pablo, we passed a block and a half north an stood in the great Curt Campbell's Agency that stretches along San Pablo centering at 836. Curt Campbell hales from Ogden, Utah where he had a Ford agency. Curt explained that he uses, besides his huge sales and services quarters, a used car lot on San Pablo south of Solano.

At 609 San Pablo we called on Dave Moss, a partner in a Spudnut Shop. Dave has a nice store, having moved to this site last year from Solano avenue.

Oak. Stake MIA

The M Men and Gleaners' dinner-dance held Saturday, March 18 in Oakland chapel was a very joyous affair. Over 200 happy young people attended.

The stake Green and Gold ball in the Scottish Rite ballroom Friday, March 24, delighted the large number of participants. The queen—Eleanor Piper of Oakland ward—was chosen by lot. Each of the ward queens was placed in a frame and handed a lovely compact, inside of one of which was the call of one to be queen. Eleanor won.

Sunday evening at the stake conference the tenth anniversary of the Golden Gleaner program was observed. Elder Clifford Young spoke, and Mary T. Marsh gave an outstanding talk on the subject, "What a Gleaner Girl should be."

Friday, April 7, the stake drama festival will be held in Alameda chapel, featuring two plays each by Alameda and Oakland wards. The speech festival comes Tuesday, April 25, in Diamond chapel.

Ten Representative North of 20 St., Oakland Business - Professional Members



—photo by Ed Pyle
Pocq upon the steps of the Colonial Mortuary 2110 Webster St., Oakland, we here see left to right front row Charles E. Mills, prop. of the Telegraph Sewing Machine Shop, 4231 Telegraph avenue; R. W. McAllister, Type-writer Doctor, 21 and Broadway; Peter W. Easton, realtor, 5521 Shattuck avenue, in Oakland.

Little Journey to the North of the Twentieth Street, Oakland Group.
A visit to the stately structure that houses the Colonial Mortuary is a lesson in fine and clean appointments at 2110 Webster Street where M. Dee Smith shows us the spacious rooms. A few blocks away is the home of the "Typewriter Doctor," R. W. McAllister at 21st Avenue. The typewriter display and the number of machines being "doctored" indicates the extent of the machine service all over Oakland and Berkeley.

Calling on Knute Torgersen, the typewriter man at 2361 San Pablo avenue, we saw much the same evidence of success in each place. Driving up Telegraph avenue we soon pass 40th street and come to three LDS businesses in a cluster. After calling at the dental office and shaking hands with Dr. Kenneth Krey, 4117 Telegraph, we are greeted by that jolly, happy appointment at 2110 Webster Street where M. Dee Smith shows us the spacious rooms. A few blocks away is the home of the "Typewriter Doctor," R. W. McAllister at 21st Avenue. The typewriter display and the number of machines being "doctored" indicates the extent of the machine service all over Oakland and Berkeley.

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Eight Representative Solano Ave., Berkeley Business - Professional Members



Business Group on Solano and San Pablo Avenues, Berkeley and Albany photo by E. A. Pyle.
Business people on the stage at the Berkeley Recreation Hall are left to right, Earl and Roxy Peterson, prop. of Oaks Variety Store, 1880 Solano Ave. They know how to welcome fellow members of the local colony, who drop in their Variety store across from the Oaks theatre—Le Roi B. Gardner who was with Witherspoon Realty Co. on Solano, at the time of this picture, but since has hung out his individual Realtor sign at 1548 Shattuck avenue, Berkeley; Audene Adams is also selling from his office—Dr. Gunnar Larsen has one of the most comfortable and attractive chiropractic offices in the east bay. It is at 1652 Solano avenue in Albany.

Dr. Douglas Ream, from his medical offices 1398 Solano avenue has seen that avenue grow up from the grass roots to adulthood—Dave Moss shifted his Spudnut shop last fall to 609 San Pablo avenue, Ed. A. Pyle, standing at right end, is the commercial photographer with quarters at 1479 Solano, Albany and seems thoroughly acclimated there. Curt Campbell's Ford Agency, 836 San Pablo avenue, Albany, has grown with that avenue to be one of the top east bay auto agencies.

The inserted face is that of Curt Campbell of "Curt Campbell's Finest Ford Service," 836 San Pablo Ave., Albany, a couple of blocks north of Solano avenue, and a Curt Campbell used car sales lot on San Pablo, a few blocks south of Solano.

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Calling at the realty office of our good Oakland Warder, Peter W. Easton, 6520 Shattuck, we found him reinforced in the office by Mrs. Easton and we felt that there is a very pleasant business office.

Driving across to College we call on Herb Van Nov in his great Maltby and Van Nov Hardware store at 5601 College. Herb runs two other stores and each one seems so full; Herb must do a tremendous business.

Next we drove past the Andrew Williams store at MacArthur and Broadway, and saw the extensive Owl Rexall drug store where our old friend, Fleming Pope, is the manager and has been for the past two years or more.

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Solano Avenue Business - Professional Representatives



Genial Frank Parson's whose real estate office at 900 Ordway is a living witness of Solano Avenue's wonderful development from a residence street into a business thoroughfare. Standing next to Frank is La Ree Tolman real estate saleslady with the Jack Frost company 1485 Solano, replete with the demand for fine residence properties in all that area.

The third person in the picture is Alton Olson, the paint store man across from the post office on Solano. He grew up with paints and learned paint mixing from his "old-country" dad. He and his wife run a very attractive color shop.

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Oak

Richmond, San Pablo and El Cerrito comprise a well-written popular area whose numbers continue and seem permanent. The area includes LDS in East Richmond and El Cerrito, as well as part of Berkeley Second.

Fifteen Representative Richmond Business - Professional Members



Left to right, Jack M. L. Allen, operator, Ritz, 1924 Broadway, San Pablo; Don L. Kimball, owner and manager of Peak-A-Boo Auto Court and Trailer Park, 1702 San Pablo Ave., El Cerrito; Thornton J. (Lucky) Dean Jr., operator of "People's Market," 15th and Broadway, San Pablo; Wallace Trotter, partner with M. H. Trotter of Spudnut Shop, 1010 N. Main, Richmond; Wm. L. Riechert, prop., "Famous Grill," 729 San Pablo Ave., Richmond.

Ellis (Pickleimer) Fuller, prop. of Lill Abner Hot Dog stands, 1424 13th St. San Pablo and 1841 San Pablo Ave., El Cerrito; Phillip Lewis, partner in "East Bay Agency," 513 17th St. Richmond handling all forms of insurance, including Farmers Insurance Group; Thelma May, prop. Theima's Place, 1405 23rd St. San Pablo; Bert J. Lovett, salesman for Clary adding machines and typewriters at 504 20th St. Oakland.

News-Notes of Richmond Business-Professional Members

Everybody knows Timothy Morley Jr. and his excellent wife and mother. Timothy visits all the wards as a high counselor, and also has been tireless in helping the state welfare center. Thrift and prudent, his mother and he have accumulated properties whose care and management now take Tim's time.

Mitchell Ruth of P. O. Box 1615 Richmond is an expert massager, physical therapist, and Myler, talented salesman of character developing books, is moving his family to Los Angeles.

Reese S. Thomson has always loved to work the soil and can for "green things growing." He serves as a gardener and lays out grounds as a landscape architect. His rototiller turns the soil and works it to the work of W. T. Dean, father and father-in-law of his present manager; Brother Farmer of 906 Ken street is willing to write your life insurance and he loves to do portraits, banquet and wedding pictures by appointment. Lester Conklin of East Richmond is a trained, licensed and fully experienced nurse. Both the Carmens are well known, especially for their Welfare Center help.

Nine Representative Richmond Business - Professional Members



These 10 business members of Richmond are a diversified group. Their business activities range all the way from Western States representative of a national plastic company to photographer, life insurance, property manager, landscaping and gardening, and book salesman.

Shown left to right: Max Briggs, who manages "People's Market" with W. T. Dean, 15th and Broadway, San Pablo; Ruth Mitchell, physical therapist and insurance broker; Lester Conklin, 117th St. Richmond, the "East Bay Agency," Phil will admit he "can save up to 30 per cent on your insurance" and that is something.

News-Notes of Richmond Business-Professional Members

W. T. Dean and Mrs. Dean have built up a fine business, People's Market, 15th and Broadway, San Pablo. Now they have taken a hand in several businesses and have called their children to join in each venture. Thornton J. Dean and Max Briggs, an in-law, manages the People's Market; Jack and Dorothy D. Allen direct the Ritz Cleaners at 1324 Broadway, San Pablo; and W. T. Dean has set up for himself Dean's Furniture Exchange at 20th and Ruml Blvd. (13th St.) San Pablo, Calif. Fred Anderson is kept on putting keen edges on saws, an operation you may see in performance at Andy's Saw Filing place at 777 23rd St. Richmond.

Don C. Kimball maintains the Ritz Cleaners at 1324 Broadway, San Pablo and El Cerrito, and also the Don Kimball Trailer Sales at 1600 San Pablo, El Cerrito. He is the inventor of an efficient trailer fold for attaching trailer to auto.

There's a "Famous Grill" in Richmond.

Six Representative San Leandro Business - Professional Members



Seated from left to right in the picture is Basil McBride, a recent convert, has been a brick mason contractor for 30 years, resides at 201 Via Meriposa, San Leandro; Jack Woodman, owner of the Speed Dee Cleaners of 1102 East 14th St. San Leandro, TR 2-7370. The first cleaning business in San Leandro (15 years ago) the Speed Dee is now the largest and most modern there in its own plant. He comes from Idaho and Salt Lake City.

Six Representative Vallejo Business - Professional Members



Vallejo LDS business represents many lines including life insurance, grocers, shoe repairs, funeral directors, fire, casualty and auto insurance, crematory, and more. Mrs. J. J. McGee, 222 Virginia Street, phone 2-1265.

Dean's Furniture Exchange

NEW AND USED FURNITURE
20th and Ruml Blvd. (13th St.)—San Pablo, Calif.
W. T. DEAN Phone BE. 4-5906

RITZ CLEANERS

COMPLETE CLEANING SERVICE
For pick-up and delivery—phone BE. 2-325
Jack Allen—1324 Broadway, San Pablo—Dorothy Dean Allen

Have You Thought About the Resurrection This Way?

BY ISAAC B. BALL

Death is but an interlude in the drama of existence. Before we came into earth life, we already had completed our period in the "elementary school" of existence. We now have come into the "secondary school" of life. It is but a preparatory school for the life to come.

The body we take up at the resurrection is the most beautiful body that ever was. We go to Adam, and we take it all of the first estate. Any spirit that gets a body is forever handicapped. Without that fundamental basis for the resurrection, the elements on our new bodies may be equipped.

Satan or Lucifer is thus forever handicapped, and he knows it. He never seeks the resurrection, for he knows the resurrection is the gateway to eternal life. He knows that the resurrection is the gateway to eternal life.

Those who say that the resurrection is not to be taken literally, are playing into the hands of Satan. He tried to tempt Jesus from his goal of laying down his life in order to bring about the resurrection of the dead.

Lucifer took Jesus and showed him all the kingdoms of the world, and his glory and offered them to him on condition of surrender. If Jesus had fallen into this trap, he would have become the ruler of the world.

Some preachers actually teach that the resurrection is a non-essential doctrine. In fact, some of the greatest of them have said over the radio that to insist on the resurrection is to make it hard for some to be Christians.

Except for this fact, the idea of all men again taking up their bodies and living in the resurrection and the union of those who are purified with the spirit is indeed hard to believe. But Jesus did it in his own case, and he raised Lazarus. He ought to know. And he is over and over again showing the resurrection and the life that is enough. In fact, we accept the resurrection of the dead.

Man is to be again like Adam was in the garden of Eden before the fall. Satan broke that pure union of flesh and spirit, Jesus thwarted the design of Lucifer to bring all men under his power through the separation of the two components shall again be united, and men shall go on to even greater heights than it would have been possible if there had been no fall, no "secondary schooling" period on an earth.

Now, by virtue of the resurrection, we shall take up where we left off at the fall, and shall make more rapid progress than could have been made without the equipment of a purified body inseparably united with the spirit.

And in that "college" to which our earthly credentials have entitled us, we shall have as tutor the Lord himself, at times in the form of a teacher, at times in the form of a friend, at times in the form of a brother.

Ward queens have been selected and each ward is determined that its queen shall rule at the state ball. The queen will be selected upon the same basis as last year, but with the largest percentage of its members in attendance will have the privilege of seeing its queen rule.

Here's what a writer in the "Latter Day Saints" says about the difference the altitude makes between California and Idaho—living 23 pounds air pressure there becomes only 20 pounds pressure on the coast. Due to less air pressure, it is easier to breathe, and the tendency to curve with the back, tennis balls golf balls, etc. Airways need longer runways in Utah-Idaho than on the coast. A 1800-ft. runway in Utah-Idaho needs to be 2800 in Utah-Idaho.

The Messenger's First Annual East Bay Latter-day Saint Business and Professional Directory and Gazetteer

Not one person included in the directory has paid for having his name listed. The only way we can list names is by accepting, at the cost in man-hours has not been small.

Several of these business people, feeling that this directory will be of great help to them in the case of about nine out of ten copies, have sent requests that the type be printed in small, pocket-size booklet. They have also sent orders for small advertising space listings in order to cover the cost of printing and mailing the booklets to all members in both areas.

One hundred small \$1.50 advertisements will pay for one inch ad extending across the four-line booklet, and inserted just below the directory, on its listing.

Address: The Messenger, 1612 Spruce St., Berkeley. Send copy and tell space desired, but send no money until you see the booklet with your listing and your advertisement.

Accountants, Certified
Dave Chamberlain, (w. C. W.), Latham Square Bldg., Oakland, Cal. RE 2-8823.
Joe F. Forbes & Co., 620 Market St. (Crocker Bldg.), San Francisco. DOUG 2-6316.

Scott H. Hughes, partner, Res. LA 5-0968.
Wayne E. Mayhew Co., 74 New Montgomery St., S. F. EX 2-9450.
Res. LA 5-0968.
Dale E. Bowen, partner, Res. GL 2-4068.
Jewell M. Forsgren, partner, 1045 Cherry Way, Hayward, LU 1-5206.

Adding Machines
Clary Multiplier Corp., 534 20th St. Oakland. GL 2-1559.
Bert J. Leavitt, salesman, BE 2-9496.

Advertising
California Outdoor Advertising, 2225 Louise St., Oakland, HU 3-1523.
George H. Macey, agent, Walnut Creek, Ph. 5923.
Garlye G. Fisher, advertising specialties; shopping news distributor; circulation manager, San Leandro News Observer, Res. LO 9-3097.

Appliances
Ammons & Murdock, 1021 Main St., Napa. 6-3789.
John L. Murdock, partner, Res. 1710 Spruce St., Napa. 6-8666.
Houston's Furniture, Linoleum, Appliances and Carpets, 1201 Telegraph Ave., Oakland. TE 7-8822.
Walton Houston, Prop., Ironrite Electric Ironers, Gordon Wilkins, Western States agency.

Ironrite Ironer Co., Agency, 3100 Telegraph Ave., Oakland. OLY 2-5726.
Leiland Wright, partner, 1932 4th Ave., South, Napa. 6-4190.
Malvern Van Noy Hardware, 5601 College Ave., Oakland. OLY 2-1210.
1424 E. 14th St., San Leandro. LA 5-3321.
Oak Hardware, 1835 Solano Ave., Berkeley. LA 5-0338.
Herb Van Noy, partner in three stores above, Res. AN 1-8323.
Elmer R. Clark, appliance department salesman, Bruen's, Oakland, Res. LA 1-2553.

Architect
Theodore R. Rugg, 611 Montgomery St., S. F. SU 1-7688.

Art & Needle Work
Elsie Taylor, 53 Madison St., Vallejo, clerk in Crowley's Dept. Store, 404 Georgia St., Vallejo.

Attorneys-at-Law
Orlando J. Bowman, associated with Glickman, Orr and Huesting Bank of America Bldg., Oakland. GL 1-6047.
Res. ASH 3-7210.
Brown, Smith and Ferguson, 1305 Franklin, Oakland. TW 3-3345.
Haber J. Brown, Smith and Ferguson. TW 3-3345.
Res. HU 3-0172.
Thomas S. Ferguson of Brown, Smith and Ferguson. Res. CR 2-7465.
Elmo R. Smith of Brown, Smith and Ferguson. Res. LA 1-1496.
Ericksen and Ericksen, 1615 Broadway, San Leandro. TW 3-3393.
D. D. Ericksen of Ericksen and Ericksen. Res. LA 4-6092.
Preston N. Ericksen of Ericksen and Ericksen. Res. GL 1-1961.
Johnson, Harmon and Henderson, 700 Market St., San Francisco. Douglas 2-0235.
Res. LA 4-6252.
J. Edward Johnson of Johnson, Harmon and Henderson. Res. LA 4-6252.
W. Glenn Harmon of Johnson, Harmon and Henderson. Res. LA 4-6252.
Robert H. Johnson, associate attorney with Johnson, Harmon and Henderson. Res. LA 4-6252.

Automobile Oil
East Bay Refinco Oil, Don C. Wood & Sons, 2255 San Pablo, Berkeley. TH 3-0474.
Res. TH 3-0413.

Automobile Parts
Dahl Chevrolet Co., 27th and Broadway, Oakland. TW 3-2611.
Charles (Sandy) Burd, Dept. Mgr.

Auto Repair—Welding
Muford Automotive Service, 2135 West Ave., 132nd, San Leandro, SW 1-4773; Stephen B. Winter, proprietor. Church's Welding Service, portable welding equipment, Charles Osterlund, 1042 Sonoma Hwy., Napa. Ph. 6-6085.

Auto Salesman
Allen Elmer, with Nash Cars, 70 Fillmore St., Vallejo. 3-7159.
Don J. Parry, Jr., Myers Motor Co., 5 Castro St., Hayward, LU 1-2832.

Auto Supplies
American Auto Stores, Stewart C. Mitchell, Mgr., 1007 Texas St., Fairfield. Phone 742.
Res. Suisun 209-F-11.

Baby Shop
Cradle Baby Shop, 1056 Solano Ave., Albany. LA 6-1223.
Mary Hallstrom.

Bakeries
Alameda Food Shop and Bakery, Wendell Jensen, Prop., 1414 Park Ave., Alameda. LA 2-0388.
Res. LA 2-2030.
Wilcox Pastry Shop, Mary Wilcox, Owner, 214 O. St., Antioch. Phone 69.

Beauty Preparations
Lura Glo Laboratories, J. Lloyd Johnson, Prop., 1504 32nd St., Oakland. HU 3-4730.
Res. Walnut Creek 4971.

Bookkeeping
George W. Brunston, 1540 Laurel St., Napa. Ph. 6-6286.
Bookkeeping Service, 1008 Combs, Napa. Ph. 6-3382.
Hugh Pack, 2036 Lee Ave., Napa. Ph. 6-6322.

Barber Shops
Emmett Blaine, Prop., Rainbow Barber Shop, 2554 Pothill Blvd., Oakland. HU 3-7770.
Caldwell Barber & Beauty, 4233 Telegraph, Oakland. HU 3-7770.
Rex & Mary Kennan Barber & Beauty Shop, 1719 Lincoln Ave., Alameda. LA 3-0712.
Shamrock Barber Shop, 2023 MacArthur Blvd., Oakland, KE 4-1418.
A. A. Miller, Prop.

Brake Service and Wheel Alignment
Joe Harmon, partner, Res. TH 3-2386.
Business Service
Edmond H. Brown, Prop., Res. ORinda 2248.
Orinda Retail Drugs at Andrew Williams, Broadway at MacArthur, Oakland. Ph. 5-4033.
Fleming L. Pope, Mgr. (Oakland Ward), Res. HU 3-4033.

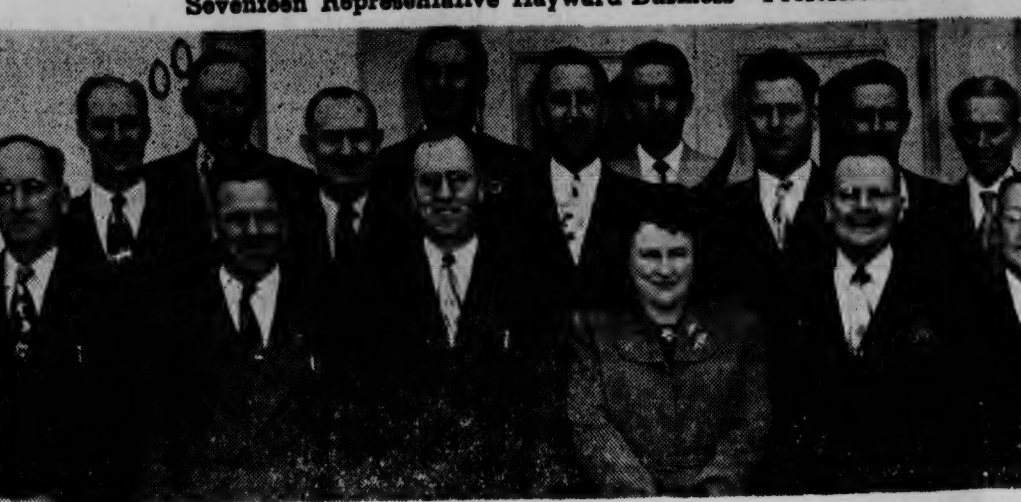
Dry Cleaners and Dyers
Home Laundry & Dry Cleaners, Ray & Luella C. Kenney, Owners, 7th and Commercial, Res. SW 8-3600.
K. & K. Cleaners, 1076 E. 14th St., San Leandro. TR 3-6580.
Russell and Winifred Heath, proprietors, Res. KE 3-2392.
Ridgman, 1224 Broadway, San Pablo. BE 2-3296.
John M. L. Allen, Prop.

Department Stores
James W. Poulton, Mgr., Penney's Co., Martinez; Res. Walnut Creek 1-2553.
Drapery and Window Shades
Furniture, Berkeley, Res. TE 1-5255; Res. AN 1-2553.

Drug Store
Long Drug Store, Cor. University & Shattuck, Berkeley. BE 6-7733.
Delbert H. Root, Prop., Res. ORinda 2248.
Orinda Retail Drugs at Andrew Williams, Broadway at MacArthur, Oakland. Ph. 5-4033.
Fleming L. Pope, Mgr. (Oakland Ward), Res. HU 3-4033.

General Saw and Lawnmower Service
995 San Leandro Blvd. Lockhaven 8-0706
San Leandro, California
RULON and MAY KNOWLES
Pick up and delivery east of Lake Merritt, including Castro Valley, Hayward and San Lorenzo.

Seventeen Representative Hayward Business - Professional Members



This group of 17 business and professional members of the Hayward Journal, Jewell Forsgren, wife of V. C. Forsgren in the back row; J. Leon White, insurance broker of all kinds of insurance, with an office at 1404 Franklin St., Oakland, as well as 481 Cherry St., Hayward, LU 1-1339; Clyde W. Lindsay, of 737 Olive St., Newark, Newark 5531, where he is currently engaged in building homes on his own tract in Newark and also a Mission San Jose. He has also built many homes in southern Alameda county on home owners property. He employs about 14 men. Dr. Leo J. Parry, chiropractor at 378 Castro St., Hayward, LU 1-0340, has been practicing in Hayward since 1921 and has a large clientele.

Second row, left to right: Eugene Backman of 183 Via Manzanitas, San Lorenzo, LU 2-1170.

Carpentry Work and Building
James A. Barry, Res. 1554 1st St., Napa. Ph. 6-9200.
Edward Barker, 1104 San Pablo Ave., Apt. A, Berkeley. Res. LA 5-5421.

Cement Contractor
Hansen, 1188 Prospect, Concord. Ph. 8913.

Child Care
Mrs. Estrella Kelly, prop. Child Nursery, 1532 Lemon St., Vallejo. Phone 2-5557.

Chinchilla Fur Farming
Ed Knoll, chinchilla fur, 1932 4th Ave., South, Napa. Ph. 6-4190.
Malvern Van Noy Hardware, 5601 College Ave., Oakland. OLY 2-1210.
1424 E. 14th St., San Leandro. LA 5-3321.
Oak Hardware, 1835 Solano Ave., Berkeley. LA 5-0338.
Herb Van Noy, partner in three stores above, Res. AN 1-8323.
Elmer R. Clark, appliance department salesman, Bruen's, Oakland, Res. LA 1-2553.

Chiropractors
A. K. Brunwell, D. C., Ph. C., 5380 Pothill, Oakland, Day or Night. KE 3-4477.
Gunnar Larson, D. C., 1682 Solano Ave., Albany, Day or Night. LA 6-9361.
Basil McBride, D. C., 1540 San Pablo, Oakland. TE 7-5448.
Res. TR 2-4205.
Ed Ogden, D. C., 2445 San Pablo Ave., Oakland. PT 5-1134.
Res. LA 5-5099.
Leo J. Parry, D. C., 378 Castro St., Hayward. LU 1-0340.
LU 1-0343.

Chip Steaks
Chip Steak Co., 4276 Broadway, Oakland. HU 3-3105.
Vao Cheney, Mgr., Res. LA 4-8326.

Chiropractic
Dahl Chevrolet Co., 27th and Broadway, Oakland. TW 3-2611.
Charles (Sandy) Burd, Dept. Mgr.

Civil Engineering
Clarence W. Bates, 2015 Blake St., Albany. BE 7-2097.
Ando Engineers, 3405 Piedmont Ave., Oakland. OL 2-8110.
Res. P. Clyde, (Berkeley Second Ward), partner, Res. LA 5-3176.

Clothing Stores
Marzelle's Ready to Wear Shop, Aaron Thomas Pingree, Mt. Diablo Blvd., Lafayette, Ph. 3813.
Margaret Wolcott, Apparel, 2266 Grand Ave., Oakland. TE 2-4764.

Commercial Artist
Leon Poulton, 408 35th St., Oakland. PT 5-8116-W.

Contractors and Builders
Leonard J. Aikens, Building Contractor, 5528 MacDonald Ave., Richmond. BE 5-0583.
C. M. Allen, 1001 Washington St., Fairfield. Ph. Suisun 756-W.
Maxwell Beck, 10500 Reposa Drive, Oakland. LA 6-7263.
Laurie B. Duffin, 210 San Leandro Blvd., San Leandro. SW 8-4302.
Elmer K. Ferguson, 8923 San Leandro Blvd., San Leandro. LA 6-6970.
Blair Hansen of Crocker & Hansen, 1010 Tennessee St., Vallejo. LA 6-6970.
Harker & Jeffries, 740 Balra Drive, El Cerrito. LA 6-6970.
Elmer Harker, partner, Harker & Jeffries, Res. OL 2-5421.
Martin Jeffries, partner, Harker & Jeffries, Res. OL 2-5421.
Clyde W. Lindsay, 737 Olive St., Newark. Ph. 5531.

Res. HI. 1. Box 253, Newark. Ph. 8-5711.
Charles M. Maurer, 2045 Clemens Rd., Oakland. KE 3-2324.
Leonard J. Lyons, associate.

Reuben McBride, Jr., Walden Road, Walnut Creek, Ph. R. S. 3721.
D. Ross McCallan, 1737 Parkway, Hayward. Res. LU 1-1822.
Rita O. Phillips, general contractor, fine homes, 2930 Florida St., Oakland. AN 1-1966.
Jesse M. Prosser, home building and construction, 210 San Leandro Blvd., San Leandro. SW 8-4302.
Lon W. Sorenson, 1622 Buena, Berkeley. Ph. Napa 4-1558.
Allan C. Woolley, 2029 Lone Oak, Napa. Ph. Napa 4-1558.

Cultery
Williams Bros., 1526 Franklin St., Oakland. GL 1-7977.
Oakland; Ray Karpus (M. P. Ward), Res. OL 2-7229.

Dairy Products
Ellis Creamery, 831 Wells Street, Prop., (Carquinez Ward). Golden State Co., Inc., Robert H. Bird, deliveryman, Oakland, Res. KE 4-2551.
Lakeland Dairy, 415 Broadway, Vallejo. Ph. 2-7835.
Orin Taylor, Dee Moyes and Dee Kennedy, deliverymen.

Dancing
Ballet, Aerobic, Tap, Bonnie Shields, 629-B 37th St., Oakland. PT 5-5110 or GL 2-0586.

Dentists
Arms J. Ashby, DDS, 3300-62nd Ave., at MacArthur Blvd., Oakland. LO 9-0858.
Dr. William A. Elasser, DDS, 2500 Bliss Ave., Richmond. Beacon 4-5944; Res. Walnut Creek 6025.
Dr. Raymond L. Knight, DDS, American Trust Bldg., Berkeley, AS 3-7178; Res. AS 3-5974.
Dr. Reuben L. Knight, DDS, 1624 Franklin, Oakland. HU 3-3553.
Res. KE 3-2070.
Dr. Kenneth R. Krey, DDS, 4111 Telegraph, Oakland. HU 3-3553.
Res. HU 3-10183.
Charles A. Elasser, DDS, 2151 Santa Clara Ave., Alameda LA 3-1432.
Res. LA 2-3392.

Department Stores
James W. Poulton, Mgr., Penney's Co., Martinez; Res. Walnut Creek 1-2553.
Drapery and Window Shades
Furniture, Berkeley, Res. TE 1-5255; Res. AN 1-2553.

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Orinda Retail Drugs at Andrew Williams, Broadway at MacArthur, Oakland. Ph. 5-4033.
Fleming L. Pope, Mgr. (Oakland Ward), Res. HU 3-4033.

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K. & K. Cleaners, 1076 E. 14th St., San Leandro. TR 3-6580.
Russell and Winifred Heath, proprietors, Res. KE 3-2392.
Ridgman, 1224 Broadway, San Pablo. BE 2-3296.
John M. L. Allen, Prop.

General Saw and Lawnmower Service
995 San Leandro Blvd. Lockhaven 8-0706
San Leandro, California
RULON and MAY KNOWLES
Pick up and delivery east of Lake Merritt, including Castro Valley, Hayward and San Lorenzo.

PLEASE

Frankly, please, now tell us yes or no, whether this directory shall be made in book form. The Liahona club voted to underwrite its booklet form. But read on please and let us hear yes or no from one hundred of you. A postal or a phone call will do. ASH 3-6131, or 1612 Spruce, Berkeley.

Business men absent from the picture: Fred Welch, LU 1-1785; Wm. A. Rosenkrantz, LU 1-0008; supervisor, and Geo. U. S. Pinner, LU 1-3800, conducting on a time party; Milton P. Beam, M.D., 131 Estudillo, San Leandro, TR 2-2126. One of the best known LDS physicians, James E. Eldredge, 5075 Washington Ave., San Leandro, LU 8-1388; Res. LO 9-5853, agent for the Beneficial Life Ins. Co. of Utah, and also for other fire and casualty companies; W. T. Webb, bishop of Hayward, 19530 Center St., Hayward, LU 1-6908, owner of a large poultry plant, specializing in market fowl; Verla Starks, 1609 Lowell Blvd., Hayward, LU 2-1413, complete

tailoring business from new suits to repairs; A. B. Cox, painter at 3110 Maple St., Hayward, LU 1-3800, conducting on a time party; Milton P. Beam, M.D., 131 Estudillo, San Leandro, TR 2-2126. One of the best known LDS physicians, James E. Eldredge, 5075 Washington Ave., San Leandro, LU 8-1388; Res. LO 9-5853, agent for the Beneficial Life Ins. Co. of Utah, and also for other fire and casualty companies; W. T. Webb, bishop of Hayward, 19530 Center St., Hayward, LU 1-6908, owner of a large poultry plant, specializing in market fowl; Verla Starks, 1609 Lowell Blvd., Hayward, LU 2-1413, complete

Governor Earl Warren Speaks at Mormon Battalion Celebration

By Mildred M. Fontana

The march of the Mormon battalion over 100 years ago was reenacted by 300 patriotic Sons of Utah Pioneers taking the route from Salt Lake City and "marching" by bus to the Grand Canyon, Mesa and the starting point of the trail at the Grand Canyon, Santa Ana, California. "Camp meetings" were held in San Diego the battalion caused much comment and excitement by marching through the desert in the early morning. If you would thrill to see your picture in the Oakland Tribune and in the county Enquirer and school paper, and praises written of you and your life story told, then you know how Ken feels, for he has that distinction.

Sons of Utah Pioneers taking the route from Salt Lake City and "marching" by bus to the Grand Canyon, Mesa and the starting point of the trail at the Grand Canyon, Santa Ana, California. "Camp meetings" were held in San Diego the battalion caused much comment and excitement by marching through the desert in the early morning. If you would thrill to see your picture in the Oakland Tribune and in the county Enquirer and school paper, and praises written of you and your life story told, then you know how Ken feels, for he has that distinction.

Blankets Washed and Fluff Dried in Wool Shampoo. Two for \$1.00. Our machines are automatically sterilized. NELSON LAUNDERETTE, 361 GRAND AVENUE, OAKLAND. RES. PH. GL 1-7884.

Clyde W. Lindsay BUILDING CONTRACTOR, 737 Olive Street, Newark, California. Homes built for you on your own lot, or on one of our tract lots. Will figure your own plan or show you a variety to choose from. We invite you to inspect our materials and workmanship. Homes now under construction on Thornton Ave., Newark, Calif. Res. Ph. Centerville 8-8571. Office Ph. Newark 5531.

C. BEN LAMKIN INSURANCE on your Life - Auto - Home - Business. SAVE 20 to 60% from standard rates. OUR WAY OF DOING BUSINESS IS YOUR GUARANTEE OF: Full standard, dependable protection; broad coverage, non-assessable policies; Prompt settlement of claims; National-wide service.

Write or phone for details today! C. BEN LAMKIN, 1624 Ward St., Hayward, Calif. LU 1-5898. HARDWARE MUTUALS AS NATIONALLY ADVERTISED.

LET ME CHECK YOUR INSURANCE NEEDS. Farmers Insurance Oregon Mutual Fire Beneficial Life Ins. Co. "JIM" ELDRIDGE, 911 Grace St., LO 4-4853, Hayward, Calif.

Construction - Re-Modeling ALLAN C. WOOLLEY Building Contractor, Ph. Napa 4-1558, 2029 Lone Oak Ave. Napa.

For Walnut Creek Region REAL ESTATE. See Mrs. Georgia D. Williams with Herb Shattuck, Realtor, 1333 Main St., Walnut Creek, Residence Phone 2991.

General Saw and Lawnmower Service. 995 San Leandro Blvd. Lockhaven 8-0706. San Leandro, California. RULON and MAY KNOWLES. Pick up and delivery east of Lake Merritt, including Castro Valley, Hayward and San Lorenzo.

Three Business Men in Martinez Ward. A group picture was not obtained for the Martinez ward business-professional group. However, since these portraits were not the same size, the smaller one suffers in comparison but there was no other way to make one group of the three portraits without this disparity. The names, left to right, are: W. S. Bradbury, real estate and insurance at 2200 Canyon Road, Concord, Phone Concord 4-6450; E. B. Hansen, construction engineer in firm of Crocker and Hansen 1010 Tennessee Street, Vallejo and 1188 Prospect Avenue, San Leandro, phone 2-5557; M. J. Jenson, real estate and insurance, 1835 Pacheco Blvd., Martinez, phone Martinez 1602.

Three Representative Martinez Ward. A group picture was not obtained for the Martinez ward business-professional group. However, since these portraits were not the same size, the smaller one suffers in comparison but there was no other way to make one group of the three portraits without this disparity. The names, left to right, are: W. S. Bradbury, real estate and insurance at 2200

Richmond, San Pablo and El Cerrito

Little Journeys to Places of Business of Hayward

Business-Professional Members

By Leo Parry

First we visit Brother Clyde W. Lindsay, now superintendent of the Sunday school, and a builder and contractor, with office located at 737 Olive Street, Newark. After supervising the erection of 125 homes on the Lindsay Tract for Claude Lindsay company, Clyde began to direct his business from his office in Newark on his own tract at Newark and another at Mission San Jose. He is also building on other people's lots at various points in southern Alameda county.

Next we visited the Gibson Bros. of Niles, Calif., in Niles Canyon. The general contractors, specializing on paving, grading and excavating, and transporting red rock and fill materials.

On our way back to Hayward, we call to see Johnston's poultry farm, operated by Clifford E. Johnston, 2804 Rusk Road. It was not until 1944, that Clifford and his wife Sarah were able to put all of their time and attention to the business of which they had dreamed during the years past.

During the past year they marketed the following: 10,000 fryers, 14,000 hens and 13,000 dozen eggs. We next called on Dr. Sherman T. Wright who has established a radio and television repair and installation business at his home at 627 Madrone street. He has had several years of experience with the Federal Communication Commission.

We then proceeded to the plant of Bishop W. T. Webb at 1859 Center street in Castro Valley. He has a very large brooder house where the day-old chicks are raised. His business is largely fryers.

Next we called on Dr. Ross McClellan, general contractor at his home at 1727 Fairview Avenue, where he also has his office, shop and a large tool house. Ross was the contractor on the new Hayward Chapel and has built many homes and commercial buildings in Hayward as well as Oakland.

We then dropped in on C. Ben Lamkin, 1624 Ward street, who represents the Hayward Mutuals, a group of companies providing casualty and fire insurance for automobiles, homes, buildings, and business. Savings clients up to 30 per cent in premiums.

We next called at the office of Dr. Leo J. Parry, located at 376 Castro Street. We found a rather commodious reception room which provides seating facilities for seventeen persons and in evenings this is often enough.

The next call on our tour was at the Myers Motor Company located at No. 5 Castro Street, where Leo J. Parry, Jr., is employed in the sales department. Selling Oldsmobiles and Cadillac cars.

Our next call was at the home of Asa B. Cox at 3110 Maple St. There was much evidence at hand that Asa (or "A. B.") as he is usually known by his family and friends) is a paint contractor, ladders, scaffolding, and paint and oil, and many paint brushes. His father before him and many of his brothers were painters. He and his brother Branch did much of the painting on the new Hayward Chapel.

Our next stop was at the home of Sister Jewell M. Forsgren who maintains an accounting service at her home. Associated with her is another LDS member, Dorothy A. Burbank.

At our next stop, we were to learn about the insurance business from J. Leon White, who is an insurance broker, having several agents working for him and his state. He maintains an office in the Insurance Bldg., at 1404 Franklin St., Oakland, in addition to transacting business at his home, 481 Cherry Way, Hayward.

We called at the tailoring shop of Verdie Stark, 1030 Leveille Blvd., Hayward, where Verdie set himself up in the garage of his home when he purchased it a year or so ago. His business has grown so that he plans to erect an addition to his shop.

George O. Noble lives at 1126 Morrill street, and distributes the famous "J. B. Wall Tile," a new and superior type of tile, lighter, stronger, of more enduring value, and fully guaranteed.

Our next and final call was at the home of James E. Eldridge at 911 Grace street, San Leandro. James is an agent for the Beneficial Life Insurance Co. of Utah. He also represents other companies writing fire and casualty lines.

There are other members in business for themselves or representing some business concern in the territory of the Hayward Branch Co. for southern Alameda county, having Bro. George S. Sims serving as a salesman.

Eugene C. Blackburn, first counselor of the bishopric, is head of the yardage department of Capwell, Sullivan and Furth department store of Oakland and is also a buyer for the firm.

Dr. Milton P. Ream, a member of the State High Council, is a physician and surgeon, in general practice in San Leandro.

Dwain Peck is employed in the pressroom of the Hayward Journal.

Walter A. Graf, second assistant in the Sunday school superintendency, is a traveling salesman with the Northern California Hardware and Steel Co., of San Francisco.

Melvin Laurion, of the "Mel's Venetian Blinds Co." of San Leandro, has recently purchased a home in Hayward.

Naturally LDS business is much

(Continued from page seven)

Spee-Dee Cleaners, John Woodmansee, 1102 E. 14th St., San Leandro. TR 2-1730

Etta Wilgar-Cleaners & Second Hand Store, 2003 Broadway, San Pablo, Calif. GL 2-2525

Weindorf & Swanson, 2720 San Pablo Ave., Oakland. GL 2-2525

Roy P. Weindorf, Res. TR 2-2525

Douglas A. Swanson, partner, Res. KE 4-2175

Ritz Cleaners, Jack M. L. Allen, prop., 1234 Broadway, San Pablo, Calif. BE 2-3296

Electrical Signs

Malcolm G. Koch, dealer indoor and outdoor electrical signs, 1555 Scent, Berkeley, AS 3-6550

Electricians

Crown Electrical Maintenance Co., 447 Stevenson St., San Francisco. GAR 1-1708

Wm. M. Powell, partner and general manager, Res. AN 1-8920

Electric Motors

Motor Repairing, Clyde A. Russell, 4126 Grove, Oakland. HU 3-6020

Electric Shavers, Hair Cutters

Williams Bros., 1528 Franklin St., Oakland. GL 1-7977

Ray Karpus, Dept. Head, (M. P. Ward). Res. OL 2-7227

Elevators

J. Eugene Russon, salesman, Otis Elevator Co., 333 13th St., Oakland, Res. GL 1-6899

Entertainment Agency

Ether England Entertainment Agency, 2525 Foothill Blvd., Oakland. KE 4-8842 or KE 4-3985

Florists

Crystal Flower Shop, Alexander McOmie, 1175 Market St., San Francisco. MARKET 1-2548

Res. Ph. Danville 582

Olympe Floral Co., 174 B. Call-Chloe Call, 1504 MacArthur Blvd., Oakland. AN 1-5912

U. C. Floral, T. A. Palmer, Prop., 2447 Telegraph Ave., Berkeley. BE 7-6243 & BE 7-6244

Food Broker

Hal-Rocke, 725 2nd St., San Francisco. SU 1-8407

George W. Hall, partner, Res. LA 6-8683

Food Products

Cheney Bros. Food Products, 215 Washington St., Oakland. TW 3-5930

Bus. Ph. J. W. Cheney, (Diamond Ward), Pres. & Gen. Mgr. Res. KE 2-2637

Ford Sales and Service

Curt Campbell, 836 San Pablo Ave., Albany. LA 5-3663

Furniture Stores

Dean's Furniture Exchange (New and Used Furniture), 20th and Russell Blvd., San Pablo, Calif. BE 4-5806

W. T. Dean, Mgr.

Freight Transportation

Arthur Rolfe, Solicitor Transportation and Freight, 2908 Carmel St., Oakland, KE 4-1923

Genealogist

Lenora J. Hill, 1632 1/2 Delaware St., Berkeley. AS 3-10440

Groceries—Meats

El Roy Food Market, 1655 Main St., Walnut Creek, Ph. W. C. 4461

Horace C. Cherrington, Prop. Res. W. C. 4785

Jay T. Brown, associated with El Roy Food Market, Res. BE 7-3899W

Gilman Food Center, Cor. Elman and San Pablo Ave.

LA 5-9619

Hardware

Ted Baer (Berk. First), Mgr. Res. LA 6-8894

2121 College Ave., Berkeley. AS 3-0871

A. Seider, Oakland, partner, Millwards Market, Res. BE 7-88923

Hardware Center, 1122 Second St., Napa.

4-0204

Reed W. Keller & Rex L. Bridges, co-partners. OL 2-1216

Malvin Noy, 5901 College Ave., Oakland. OL 8-1172

Health Food Stores

Berkeley Health Food Store, 211 Shattuck, Berkeley. TH 3-3100

College Ave. Health Food Store 3479 College Ave., Berkeley. PT 5-5017

Heavy Equipment Moving

Bay City Equipment Co., 2793 Cypress St., Oakland. TW 3-8313

Edson Reid, company accountant, 33 Meadow Drive, Mill Valley, Ph. Dunlap 230

Hobby Shop

Model Hobby Craft Shop, 4336 Broadway, Oakland (across from Tech Hi). PT 5-2460

Roy's Hobby Shop, 990 West St., Pittsburg. Ph. 1536 M

Houseware

Ammons & Murdock, 1021 Main St., Napa. 6-3789

John L. Murdock, partner, Res. 1710 Spruce St., Napa. 6-8896

Insurance—Fire and Casualty

Farmers Ins. Group Agency, 12 East 5th St., Pittsburg. Ph. 891

Harry Oakes, Mgr., Res. Ph. 203-W

Insurance—Life

Beneficial Life Insurance Co., Charles J. Taylor, CLU, General Agent, 1728 Franklin St., Oakland. HI 4-2464

Res. LA 4-3824

Insurance—Life

J. Allen Bladell, agent, 945 Ohio St., Fairfield. 747-W

David W. Clayton, agent, 111 Roshard, Concord. AS 3-3550

James E. Eldridge, agent, 911 Grace St., San Leandro. AS 3-3550

Insurance—Life

Donald P. Sweet, 444 Realty St., Hayward. TH 3-0413

Don C. Wood, CLU, agent, home office, La Cadena 612, Vallejo, Ph. 6-8461

Insurance—Life

Henry Neerings, agent, Res. 1833 Alabama St., Vallejo. 8-8510

Wilford M. Dean, representative, Metropolitan Life Ins. Co., 2340 Le Conte, Berkeley. BE 7-5001

Insurance—Life

East Bay Agency, Philip Lewis, partner, 613 17th St., Richmond. BE 2-8668 or BE 2-2383

Res. R. 2, Box 905, Pleasant Hill Road, Walnut Creek. E. B. Gantner, agent for Farmers Insurance, 417 Winchester St., Vallejo, Ph. 2-6336

Insurance—Life

Willard Johnson, General Insurance, 1326 Locust, Walnut Creek, Phone 5741, day or night.

Dennis Lauper, broker, 2304 1/2 Ivy Drive, Oakland. GL 1-3594 or SU 1-8742

Insurance—Life

Phillip Lewis, partner in East Bay Agency, life, fire, auto, casualty, 513 17th St., Richmond. BE 2-8663

J. Leon White, broker, life, fire, auto, casualty, 1404 Franklin St., Oakland, 481 Cherry Way, Hayward.

Insurance—Life

Benjamin Life Insurance Co., Charles J. Taylor, CLU, General Agent, 1728 Franklin St., Oakland. HI 4-2464

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Don C. Wood, CLU, agent, home office, La Cadena 612, Vallejo, Ph. 6-8461

Henry L. Peterson, 30 Archer St., Napa. Res. Ph. Napa 1890-W

Ironers, Electric

Gordon E. Wilkins, Ironers, Inc., 3100 Telegraph Ave., Oakland. 9. Ironrite Distributors.

Leland H. Wright, local representative, Res. KE 3-4223

Jewelry & Jewelers, Watches

Don J. Alphin, 5835 Foothill Blvd., Oakland. SW 8-3056

Conrad A. Swanson, partner, Res. KE 4-2175

Don J. Alphin, 5835 Foothill Blvd., Oakland. SW 8-3056

Laundry

Brooklyn French Laundry, 2359 Fruitvale. KE 2-1772

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Linoleum

Houston's Furniture, Linoleum, Walton Houston, Prop., 4201 Telegraph Ave., Oakland. LA 5-7822

Alma H. Offens, Mt. Diablo Blvd., Lafayette. Lafayette 4807

Magazine Subscriptions

Lenora J. Hill, 1632 1/2 Delaware St., Berkeley. AS 3-10440

Mail Feeds

Harvey A. Kirk, Sales Mgr., Feed Dept., Albers Milling Co., 2700 7th St., Oakland. TE 2-4750

Res. LU 1-1043

Motels

The Hillcrest Motel, Inc., 2400 MacArthur, Oakland. KE 2-2230

M. M. Moody, partner, Heine Hotel, Res. TR 2-5707

Shurtliff Motel, Clair L. Shurtliff, Prop., 89 Woodrow Ave. and Highway 40, Vallejo. 2-0265

Mortuary

C. P. Bannard, Mortuary, 6800 E. 14th St., Oakland. TR 2-1011

Rufus O. Phelps, associate, 2930 Florida, AN 1-1966

Caruso Funeral Home, 107 W. 8th St., Pittsburg. HI 4-0405

Musical Instruction

Mrs. Dorothy Blaisdell, piano teacher, home studio, 945 Ohio St., Fairfield, Ph. 747-W

Gloria Larsen, School of Piano, 7003 Waldo, Berkeley. LA 5-6706

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LeRoy B. Gardner, Realtor, 1546 Shattuck (near Vine)

Refrigeration

Delbert Carmen Refrigeration Service, 2415 Wendell Ave., Richmond. BE 3-0154

General Refrigeration Service, 5777 Grove St., Oakland, Res. LA 6-3177 or LA 5-1657

Rest Homes

Jessie Bradson, 3051 San Pablo Dam Road, Richmond. Call SW 8-440

Estelle McBride, 1126 Morrill St., Hayward. Call SW 8-440

Restaurants

Chips Cafe, James Moore, 139 Berkeley Sq., Berkeley. BE 7-306

Famous Grill, 729 San Pablo Ave., Richmond. BE 4-700

Rug and Upholstery Cleaning

Rug Clinic, 1635 E. 14th St., Oakland. KE 4-454

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